

A New Direction Press release

18.09.2024

Under embargo until

Wednesday, 25 September 2024 at 8am

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**1000s of pupils and teachers from London's state primary schools and SEND settings will receive access to free cultural and creative opportunities in A New Direction's new Primary Arts programme.**



Photo © Eric Aydin-Barberini, courtesy of A New Direction

Award winning London-based charity A New Direction have created an inspiring new Primary Arts programme, partnering with creative organisations including UCL Centre for Educational Leadership, Crafts Council, Centre for Literacy in Primary Education (CLPE), Clowns without Borders, Mbilla Arts, LAsTheatre, Frameless and many more starting this academic year.

**The entire Primary Arts Programme is offered FREE of charge to all state primary mainstream and SEND settings in London,** designed to include all year groups from Reception to Year 6 helping to unlock the creative potential of school staff and children, with

an expectation to engage with thousands of pupils and their teachers across the capital from primary schools and primary SEND settings. A New Direction ran a pilot of the Primary Arts programme during the 2023/24 academic year and feedback from schools was extremely positive.

**Steve Moffitt MBE, CEO of A New Direction, said:**

“This is a very proud moment for us. We created Primary Arts in response to the release of the Gulbenkian report [The Arts in Schools – Foundations for the Future](#) (March 2023), a reflective piece that articulates the various barriers that have discouraged and disallowed cultural education and arts in schools to thrive.

We are fully aware of the difficulties schools are facing financially, with staff retention and the wellbeing of both pupils and staff. This is why, through Primary Arts, we are building on the excellent work London’s educators are doing by offering free opportunities to support wellbeing, confidence, personal interest and professional development.

We are grateful for the generous support of The City of London Corporation City Educational Trust Fund. We hope that this three-year programme will be one of many that start to address the findings of the Gulbenkian report.”

**Chair of the City Corporation’s Education Board, Naresh Sonpar, said:**

“The City of London Corporation is committed to preparing young people to flourish in a rapidly changing world by providing exceptional education, cultural and creative learning, and the skills which link to the world of work.

And that is why members from the education board are delighted to support A New Direction’s programme of learning.

This is an exciting project that will allow London’s state primary schools and SEND settings primary aged children to get creative.

First class learning is something that should be available to everyone no matter their background or ability. Achieving greater social mobility is a central part of this, and something we wish to see championed at every level of the City Corporation.”

**Feedback from teachers on Primary Arts pilot:**

‘The environment was transformed, creating awe and wonder for the pupils...The pupils were introduced to new ideas and ways to create their artwork...We saw pupils who may be reluctant to join in normally, really engage in the activities.’

‘Everybody really loved [the CPD] - it was nice to do some art for ourselves too. It's great for everyone's mental wellbeing!’



Photo © Eric Aydin-Barberini, courtesy of A New Direction

[Booking opens 8am on Wednesday, 25 September 2024](#) and closes on Friday 18 October 2024. The summer phase of Go & See will open for bookings in the Spring term.

### Key dates

Booking opens: Wednesday, 25 September 2024

Booking closes: Friday, 18 October 2024

—ENDS—

**For more information, interview requests and images, please contact:**

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[Booking platform](#) | [Website](#) | [Twitter/X](#) | [Instagram](#) | [Facebook](#) | [LinkedIn](#) | [YouTube](#)

**#PrimaryArts**

### Note to Editors

**Primary Arts programme will offer:**

- **[In-Schools Touring](#)**: 10 creative organisations will deliver a performance in school with pupil workshops, teacher resources and materials. There are 100 free school places available for one year group per school.
- **[Go & See](#)**: free tickets for students to experience theatre, film and visual art experiences across venues in London, around 4,500 tickets available.
- **[Masterclasses](#)**: a full CPD day, exploring a range of creative approaches to literacy and reader development for teachers, in partnership with the Centre for Literacy in Primary Education (CLPE). Total of six sessions across the year each with 30 places available.

- **Come & Try**: a series of creative practical evening workshops for all school staff, delivered with the Crafts Council to explore on variety of craft disciplines— total of six workshops across the year each with 25 places available.
- **Cultural Education Leadership**: for London primary school teachers interested in leading a change in their school's approach to arts, culture and creativity across all subjects led by experts from University College London's Centre for Educational Leadership at the Institute of Education. The cohort of 20 teachers begin the year-long programme this month.

### About A New Direction

A New Direction is an award-winning charity working to enhance the capacity and agency of children and young people in London to own their creativity, shape culture, and achieve their creative potential. Charity Number: 1126216

[www.anewdirection.org.uk](http://www.anewdirection.org.uk)

Primary Arts is supported by The City of London Corporation City Educational Trust Fund 29084), a City of London Corporation charity. A New Direction is extremely grateful to them for their support.

### About CETF

The City of London Corporation is the governing body of the Square Mile dedicated to a vibrant and thriving City, supporting a diverse and sustainable London within a globally-successful UK. [www.cityoflondon.gov.uk](http://www.cityoflondon.gov.uk)



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